Joe Gagliese Joins Immutable Holdings As Strategic Advisor

Social marketing pioneer and CEO of leading influencer marketing firm Viral Nation to assist Immutable Holdings, the parent company of NFT.com, in bringing NFT adoption to a global market of creators and brands

VANCOUVER, British Columbia, November 22, 2021 – **Immutable Holdings Inc. (NEO:HOLD) (B8X0:Frankfurt)** ("Immutable Holdings" or the "Company"), a British Columbia corporation, announced today that Joe Gagliese will join the Company as a Strategic Advisor. As the Founder and CEO of Viral Nation, the leading social and digital-first influencer marketing firm, Gagliese brings extensive experience to Immutable Holdings, the parent company of NFT.com, and will strengthen the blockchain holding company's efforts to bring NFT adoption to creators and brands across the globe.

"NFTs are a game-changer for influencers, creators and even established brands," said Joe Gagliese, Founder and CEO of Viral Nation. "True digital ownership is the natural next step for the next generation of creators and I couldn't be more excited to partner with Jordan and the Immutable Holdings team to help them increase adoption of NFTs."

"No one has a better grasp of the way the creator economy, influencer marketing and Web3 are coming together than Joe," said Jordan Fried, Founder and CEO of Immutable Holdings. "Drawing on his expertise and experience will be invaluable for us as we continue our mission of democratizing access to Web3."

About Immutable Holdings Inc.
Immutable Holdings (NEO:HOLD) (B8X0:Frankfurt), the blockchain holding company, is on a mission to democratize access to Web3 and blockchain-based products and services. Founded by Jordan Fried, a founding team member of the $11B Hedera Hashgraph network, Immutable Holdings already boasts over $150M under management and a portfolio of businesses and brands built on the blockchain ecosystem: 1800Bitcoin.com, Central Bank Digital Currency (CBDC.com), HBAR Labs, Immutable Advisory, Immutable Asset Management and NFT.com. To learn more, visit https://immutableholdings.com/.

About Viral Nation
The global leader in social and influencer marketing, Viral Nation develops captivating marketing for top B2B and B2C brands. Viral Nation group boasts one of the fastest growth rates globally. Viral Nation Group comprises VN Talent, which represents celebrities and influencers; VN Tech, a marketing data and analytics platform; and VN Marketing, a full-service integrated marketing firm. Founded in 2014 by entrepreneurs and social marketing pioneers Mathew Micheli and Joe Gagliese, Viral Nation has been recognized as one of the fastest-growing companies in North America. For more information, visit www.viralnation.com.

Cautionary Note Regarding Forward Looking Information:

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of applicable Canadian securities laws. Such forward-looking statements may not be based on historical fact that involve known and unknown risks, uncertainties and assumptions that may not be realized. Wherever possible, words such as "will", "plans," "expects," "targets," "continues", "estimates," "scheduled," "anticipates," "believes," "intends," "may," "could," "would" or might, and the negative of such expressions or statements that certain actions, events or results "may," "could," "would," "might" or "will" be taken, occur or be achieved, have been used to identify forward-looking information.

Forward-looking statements should not be read as guarantees of future events, future performance or results, and will not necessarily be accurate indicators of the times at, or by which, such events, performance or results will be achieved, if achieved at all. A number of factors could cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements discussed in the forward-looking statements. These statements relate to future events or future performance and reflect management's current expectations and assumptions which, while considered reasonable by Immutable Holdings, are inherently subject to significant business, economic, regulatory, competitive, political and social uncertainties, and contingencies, including, but not limited to, the ability of Immutable Holdings to succeed in carrying out its business. The inclusion of forward-looking statements and information should not be regarded as a representation by Immutable Holdings or any other person that the anticipated results will be achieved and investors are cautioned not to place undue reliance on such information. Although Immutable Holdings has attempted to identify important factors that could cause actual results to differ materially, there may be other factors that cause results not to be as anticipated, estimated or intended.

These forward-looking statements are made as of the date of this news release and, accordingly, are subject to change after such date. Immutable Holdings does not assume any obligation to update or revise this information to reflect new events or circumstances except as required in accordance with applicable laws.

Forward-looking statements contained in this news release are expressly qualified by this cautionary note.

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